



Communications Director

Date:	July 2023 or until filled
FLSA status:	Regular full time, exempt
Salary Range:	\$50,000-\$60,000 annual salary based on experience
Benefits:	2 weeks PTO, option to participate in organizational health and dental insurance, 9 holidays per year. See details in Personnel Policies.
Reports to:	Outreach and Engagement Team Manager

Cooperative Energy Futures (CEF) is a member-owned cooperative business focused on advancing energy democracy through community-controlled renewable energy and energy efficiency. CEF is an affirmative action and equal opportunity employer and sees unique and diverse perspectives as essential to be able to achieve our mission and live our values. Cooperative Energy Futures develops and operates community solar gardens, currently with 8 projects across Minnesota offsetting the electricity needs of 700 member households at an immediate net savings to our members. CEF has a particular focus on economic and racial justice, working to ensure that all projects are developed using an economic model that is deeply accessible to members regardless of income or credit and including options available at no upfront cost and net monthly savings, as well as prioritizing workforce equity in the solar industry. CEF uses member participation in these projects to build community wealth and activate members from many different communities around a vision for our energy future that is rooted in community-controlled clean energy.

Primary Purpose:

This position is responsible for managing the organizations public communications and presence including guiding design of marketing and communications materials, social media and website content, newsletters, and other communication materials. This position will work within CEF's Outreach and Engagement Team to develop a coordinated communications process to support recruitment of new subscribers and ongoing member engagement. The role will include interaction with a broad range of CEF staff, partners, and member communities to develop a cohesive presence that meets the needs of a diverse range of member communities and program offerings.

Job Responsibilities:

Develop a Coordinated Communications Strategy

- Work with other members of the CEF team to develop a coordinated messaging strategy and shared methods for developing and revising new print and online materials and graphics.
- Implement a standardized process for requesting and developing new communications materials.
- Develop and implement a social media plan.
- Coordinate an overhaul of CEF's website/online presence
- Develop and manage CEF's contact lists/supporters base

Tell the Organization's Story

- Maintain regular on-message social media presence



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- Develop monthly member newsletters and other special member communications
- Develop and engage other CEF team members in ways to tell member and project stories
- Work with Outreach and Engagement team and other CEF teams to build the organization's audience/ base.
- Support other CEF staff in communications needs, including recruiting partners/ project host sites, bringing in members, and generating community response on specific issues and opportunities.

Manage Development of New Materials and Graphics:

- Coordinate work with graphic designers, videographers, and other content creators to develop new materials identified by CEF teams.
- Solicit feedback and guide organizational decision-making around finalizing materials while ensuring accuracy, clarity, and alignment with organizational style/brand.

Minimum Qualifications:

- Experience managing organizational social media and building an audience
- Experience writing/designing clear and compelling organizational communications
- Ability to guide and train other team members in communication principles and strategy
- Ability to retain complex and detailed information about energy offerings and translate it into clear and understandable communications.
- Experience working with content creators (graphic designers, videographers, etc.) to manage content development on a timeline and budget.
- Must be reliable, self-motivated individual who can take direction and be trusted to work independently with minimal supervision.
- A team player with strong ability to work in a collaborative environment.
- Demonstrated ability to work well under pressure and juggle time-sensitive tasks on deadline.
- Commitment to clean energy, working with community-based organizations, and empowering culturally diverse communities.

Preferred Qualifications:

- Direct design/ content creation skills and experience
- Experience with meeting facilitation and developing action plans as a group.
- Experience with customer relations, customer communications, and addressing customer concerns and issues.
- Existing relationships with community-based organizations in one or more target communities.
- Familiarity with community solar or other clean energy outreach.
- Experience volunteering or working on environmental or social justice issues.

Working Conditions:

Working conditions include a mix of remote and in-office work supporting staff and developing organizational communications. Work will include periodic participation at community outreach and engagement events to support communications and organizational storytelling, including occasional evening or weekend work and possible travel to other parts of Minnesota (primary areas are around Mankato, Faribault, Northfield, and Red Wing areas, the Twin Cities metro area, and St. Cloud region).



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EQUAL EMPLOYMENT OPPORTUNITY POLICY STATEMENT

CEF will not discriminate against or harass any employee or applicant for employment because of race, color, creed, religion, national origin, sex, sexual orientation, disability, age, marital status, familial status, membership or activity in a local human rights commission, or status with regard to public assistance. While not yet mandated by federal or state law, CEF is committed to providing the same protection against discrimination for any employee or applicant because of gender identity. We will take affirmative steps to ensure that all of our company's employment practices are free of discrimination. Such employment practices include, but are not limited to, the following: hiring, promotion, demotion, transfer, recruitment or recruitment advertising, selection, layoff, disciplinary action, termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. We will provide reasonable accommodation to applicants and employees with disabilities whenever possible.

To Apply:

Submit a Resume and a Written Statement explaining why you are interested in this position to hiring@cooperativeenergyfutures.com. We will send additional follow up questions and interview scheduling to candidates we wish to interview. This position will remain open until filled.